

Preliminary Amendment for New  
Continuation Application of USSN 10/010,556

Amendments to the Claims:

As set forth below, claims 1-7 are cancelled, claims 8-17 and 19-20 are amended and new claims 21-35 are added. This listing of claims replaces all prior versions, and listing, of claims in the application.

Listing of Claims

Claims 1-7 (cancelled)

Claim 8 (currently amended) A display sign apparatus capable of generating a display based on electrical from electronic signals generated and transmitted to said apparatus from a remote source, said display apparatus being operable at any of a plurality of fixed locations sign and comprising:

- a) an outer housing having an interior compartment;
- b) a relatively thin high resolution display panel on said housing and being observable to a group of viewers viewer; and
- c) self-contained computer controlled processor means within associated with said housing and receiving an electrical signal electronic signals from a remote source, said electronic signals containing data representative of the display displays to be generated, said processor means causing generation of that display on displays in the display panel based on the signal signals received from the remote source.

Claim 9 (currently amended) The display sign apparatus of Claim 8 further characterized in that said display sign apparatus is self-contained, is to be able to generate a plurality of different displays stored in a storage associated with of said processor means and is able to present said displays sequentially.

Claim 10 (currently amended) The display sign apparatus of Claim 8 further characterized in that said display panel is a plasma operated display screen.

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Claim 11 (currently amended) The display ~~sign apparatus~~ of claim 8 further characterized in that said housing is provided with internal ventilating means to control heat generation by providing for heat dissipation and to reduce condensation which might ~~therein~~ form therein.

Claim 12 (currently amended) The display ~~sign apparatus~~ of Claim 11 further characterized in that said ventilating means comprises air inlet means and separate air outlet means and separate fan means for moving air through said housing.

Claim 13 (currently amended) The display ~~sign apparatus~~ of Claim 8 further characterized in that said display panel forms part of a self-contained computer controlled flat panel display screen assembly.

Claim 14 (currently amended) The display ~~sign apparatus~~ of claim 13 further characterized in that said processor means contains a memory with size sufficiently large to contain all of the information necessary to sequentially display a plurality of stored displays.

Claim 15 (currently amended) The display ~~sign apparatus~~ of Claim 8 further characterized in that a protective transparent cover plate extends over said display panel and spacer means holds said cover plate in a spaced apart relationship from said display panel and provides an air gap therebetween.

Claim 16 (currently amended) The display ~~sign apparatus~~ of Claim 8 further characterized in that said housing is maintained on a back support plate, said support plate having an outward projection which extends into said housing, said projection being located to receive a backing pin extending through a side wall of said housing and into said projection to secure said housing to said support plate and prevent unauthorized access to said housing.

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Claim 17 (currently amended) A display system for generating a display on a display ~~sign~~ apparatus and capable of enhancing the image of the product or service which may be displayed thereon, said display system comprising:

- a) and outer housing;
- b) a display panel on said housing and being observable to a viewer; and
- c) a computer means in proximity of processor means in said housing dedicated to the operation of the display system, said computer means operating on the basis of a series of sequential programmed instructions at a predertimed time or on a real time basis and controlling the display presented on said display panel, said computer processor means capable of altering the direction and manner in which a display is generated on the display panel as well as providing computer generated effects to the display to be presented on the display panel screen and to provide animation to a display product or service to increase consumer appeal to the displayed product or service.

Claim 18 (original) The display system of claim 17 further characterized in that said housing is mounted on a stand which has shelf space for holding a product of the type being displayed on said display panel.

Claim 19 (currently amended) A process for generating a display on a display ~~apparatus sign~~ from a remote source, said process comprising:

- a) providing a stand-alone, self-contained display apparatus panel having a high resolution display panel and a dedicated computer processor means associated with said display panel screen at a generally fixed location such that said display panel has having viewing accessibility,
- b) generating a display at a remote source and converting the display as generated to equivalent digital electronic electrical signals representative of said display;

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- c) transmitting said electronic electrical signals to a the dedicated computer processor means of  
at said display apparatus panel and operating said display panel; and
- d) causing the presentation generation of a display on said display panel based on the transmitted  
electronic electrical signals.

Claim 20 (currently amended) The process for operating a display of Claim 19 further characterized in that ~~said process comprises generating the display is generated, in whole or in part, by from a plurality of sources including scanning of pre-generated material to obtain an image therefrom and saving that image in electronic form.~~

Claim 21 (new) The process of claim 19 further characterized in that the display is presented with wide angle viewing such that a group of people can readily and easily view the display panel from a wide array of viewing angles.

Claim 22. (new) The display system of claim 17 further characterized in the display presented on the display panel is a promotional display and the display apparatus further comprises means for enabling live interaction between the viewer and the promoter.

Claim 23 (new) The display system of claim 22 further characterized in that said live interaction is telephonic communication.

Claim 24 (new) A display apparatus for presenting a display in the form of successively displayed images at a generally fixed location, said display apparatus comprising:

- a) an electronically operable flat panel display panel with wide angle viewing for displaying said successively displayed images which may comprise advertising and other information;
- b) self-contained computer operated processing means associated with said display apparatus for generating the display from electronic signals containing information relating to the images and which electronic signals are received from a remote source; and

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c) memory means associated with said display apparatus and forming part of said processing means for storing the electronic signals received from the remote source in the form of digital data and allowing the digital data to be reconverted to visible images which are displayed on the display panel of the display apparatus, said memory means being capable of storing a large number of different displays which may be presented at time selected periods independently of external electronic signals from a remote source.

25. (new) The display apparatus of claim 24 further comprising receiving means for receiving the electronic signals from the remote source.

26. (new) The display apparatus of claim 24 further characterized in that said display apparatus is readily transportable and completely self-contained and positionable at a generally fixed location for operation at that fixed location.

27. (new) The display apparatus of claim 24 further characterized in that said display apparatus is locatable at a substantial distance from a signal generating means at the remote source and is operable as a self-contained unit, independent of any networking in relation to the generation of the displays.

28. (new) The display apparatus of claim 24 further comprising means for sequencing a plurality of displays for presentation on the display panel, said displays being stored on the memory means of the display apparatus.

29. (new) The display apparatus of claim 24 further comprising means in the display apparatus and associated with the processing means for holding a plurality of displays in the form of digital signals for ultimate presentation on said display panel and presentation of said displays at any of a plurality of time selected periods.

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30. (new) The display apparatus of claims 24 further characterized in that said display panel comprises a flat panel high resolution plasma operated screen.

31. (new) A method for generating a plurality of individual displays at a remote source and electronically transmitting the displays to a readily transportable display apparatus located at a substantial distance from the remote source for presentation, said method comprising:

- a) generating a plurality of displays at a display generating source with each display in the form of or capable of presentation as at least one visual image;
- b) if not already in electronic form, converting the visual images to corresponding electronic signals at the display generating device;
- c) transmitting sequentially, collectively or at different times, the electronic signals representative of the images to a self-contained computer processing means associated with the display apparatus;
- d) storing the electronic signals in the form of digital signals in a memory means associated with said computer processing means; and
- e) causing said computer processor means to access the stored digital signals and process the same so as to effectuate the presentation of the visual image on a display panel associated with said display apparatus.

32. (new) The method of claim 31 further characterized in that said method comprises automatically controlling at the display apparatus the time and sequence of each display to be presented.

33. (new) The method of claim 32 further characterized in that said display apparatus is operable without the need for electronic signal networking, such that the display apparatus operates as a self-contained and stand alone unit.

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34. (new) The method of claim 31 further characterized in that one or more displays stored on the memory means or the time and sequence of the displays to be presented may be changed from a remote source.

35. (new) The method of claim 31 further characterized in that one or more displays stored on the memory means or the time and sequence of the displays to be presented may be changed at the display apparatus.